



The Mission of Manistee PEG-TV (Public, Education, and Government Television) is to provide access to local content that informs, educates and entertains the community we serve."

Manistee PEG-TV Commission

May 2, 2016

MEETING MINUTES

- I. **CALL TO ORDER** – Barry Lind called the meeting to order at 6:03.
- II. **ROLL CALL** - Present: Keith Brown, Barry Lind, Kathy Ervin, James Smith, Mike Tillotson, Dean Kruse
Guests: Tim Ervin (AES), Roger Zielenski (Manistee City Council)
- III. **PLEDGE TO THE FLAG**
- IV. **APPROVAL OF AGENDA** – Mr. Smith moved; Mr. Tillotson seconded. Approved.
- V. **APPROVAL OF PAST MEETING MINUTES** – Mr. Kruse moved, Mr. Smith seconded. Approved.
- VI. **CORRESPONDENCE** - None
- VII. **VISITOR INTRODUCTIONS** - None
- VIII. **NEW MEMBER INTRODUCTION** - None
- IX. **EXECUTIVE DIRECTOR'S REPORT** – See attached. Mr. Brown reported that he met with City Manager Thad Taylor to describe PEG function and was informed that all boards/commissions would be required to provide City Council with Business Plans for 2017. Brown also confirmed that the City of Manistee's 2016 allocation PEG is \$25,500.

Mr. Brown asked how to upload other others to the MPATV website. Mr. Lind said that using a password might be possible and that he would get the information.

Mr. Smith pointed out that there were 40 minutes missing from a taped Budget meeting; Mr. Brown responded that Tom Geoghan reported 19 minutes were missing but no reason was given.

Ms. Ervin moved; Mr. Smith seconded a motion to consider Item B under "New Business" at this time. Motion passed. Approval was given to Mr. Brown to spend \$500 to repair Leightronix Server.
- X. **OLD BUSINESS**
 - a. **Member Search** – Search continues with no immediate results.

b. Strategic Plan Work – Tim Ervin (AES) reviewed results of the PEG Commissions first meeting and distributed a list questions for our further consideration. (See attached) Discussion ensued about redefining our ‘business’ with the following salient conclusions:

- We need to understand our product and the demand that exists for it
- We need to find out if potential ‘partners/customers’ would be willing to pay for our product/services
- We need numbers to build a legitimate business plan
- The greatest challenge for most groups is *communication*; what can we offer to meet that challenge?
- Mr. Ervin proposed that we conduct a one-on-one survey of likely customers to identify customer needs. He suggested that we elicit help from YAC (Manistee Community Foundation’s Youth Advisory Council), Baker or West Shore Community Colleges classes/students as their participation would ensure objectivity.
- We listed some possible customers including the Manistee Conservation District, West Shore Hospital, Manistee Senior Center, MTA, area Watersheds, area Schools, etc.
- Suggestions were made about topics ripe for covering: Ramsdell Theater, Oldest Operational Fire Station in Michigan, Coast Guard Station, Fifth Street Beach Surfing . . .
- Barry Lind said the role the PEG would play is as a repository of local events, meetings, cultural happenings, presentations, etc.
- A sub-committee was named to take the next steps: develop survey questions; list potential customers. Subcommittee: Barry Lind, Kathy Ervin, Dean Kruse. They will meet at 1:00 on May 6, 2016 at the AES.

Mr. Ervin pointed out that the process would be a long one and would require commitment on the part of Commission members. Mr. Lind informally polled commissioners, all of whom expressed support.

XI. **ADJOURN** – There being no further business, the meeting was adjourned at 7:30.

XII. **NEXT MEETING – Monday, June 6, 2016, 6:00, Manistee High School**

Respectfully submitted,

Kathy Ervin, Secretary